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## Misrepresentation of facts on Mamanda's advertisement

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faizah jamal <breathconnection@yahoo.com>

Thu, Jun 6, 2013 at 11:11 PM

Reply-To: faizah jamal <breathconnection@yahoo.com>

To: Zulkarnine Hafiz <zulkarnine@figolive.com>

Cc: "Rosa DANIEL (NHB)" <rosa\_daniel@nhb.gov.sg>, "Alvin TAN (NHB)" <Alvin\_TAN@nhb.gov.sg>, "Norsaleen SALLEH (NHB)" <Norsaleen\_SALLEH@nhb.gov.sg>, "ZURAIDAH ABDULLAH (SPF)" <zuraidah\_abdullah@spf.gov.sg>, Julina Khusaini <julina@mhf.org.sg>, "mlsss@nus.edu.sg" <mlsss@nus.edu.sg>, "idris@sph.com.sg" <idris@sph.com.sg>, "siti\_habibah@sza.com.sg" <siti\_habibah@sza.com.sg>, "idris\_bidin@sp.edu.sg" <idris\_bidin@sp.edu.sg>, arohim <arohim@singnet.com.sg>, "mnaz@vsapac.com" <mnaz@vsapac.com>, Nur Hidayah Abu Bakar <hidayah.bakar@lasalle.edu.sg>, "zuraida@mendaki.org.sg" <zuraida@mendaki.org.sg>, "Lionel YEO (STB)" <lionel\_yeo@stb.gov.sg>, "saat@sph.com.sg" <saat@sph.com.sg>, "warren@sph.com.sg" <warren@sph.com.sg>, Hidayah Amin <hidayah.amin@gmail.com>, Mas <mas@mamanda.com.sg>, Khir Johari <khir19@gmail.com>

Dear Zulkarnine

Thank you for your email. Very happy to know that your business is supporting many people, and at the same time very sorry that my email has caused you unhappiness.

There is nothing sinister about my query. It is a simple concern I wish to point out to your company as a result of its unsolicited advertisement sent to me, which drew my attention to the wording of your ad which I felt told only half the story.

Nor do I have a desire to defend any particular individual. The reason why it was cc-ed to Hidayah Amin and Khir Johari ( and to no one else) is because their families used to live in Gedung Kuning and as I mentioned, as a child, I used to visit the family there, and for many people living in Kampung Gelam as my own family has done for more than 70 years, it was in the consciousness among the 'kampung' people in this area that Gedung Kuning is 'home' to the family of Haji Yusof, not a unknown personality within our Kampung Gelam community. You would hard put to find someone of my generation and older to resonate with the building as being the 'home of Tengku Mahmud' even though that is historically accurate too.

I have been actively involved in promoting the uncovering of the many layers of Kampung Gelam long before my appointment as Nominated Member of Parliament, not only as someone born and bred in Kampung Gelam, and as a member of Friends of the Museum for 14 years now, as well as being personally interested in heritage. My platform then and now, has always been for the many untold and interesting stories beyond what is in our history books, of this heritage area, to be shared, especially by the senior citizens who used to live in this area.

However my interest as many people know, goes beyond Gedung Kuning or indeed Kampung Gelam only. I have also raised heritage issues in the House, both the 'built' as well as the 'natural'. That is public knowledge.

So the concern in my email should not come as a surprise to anyone.

I would consider the story of four generations of Haji Yusof's family living in Gedung Kuning for almost half of its 175 year history as pointed out in your ad, as something that needs to be included in your ad, in addition to your mention of Tengku Mahmud. I can vouch that many people find this fact interesting. A building is more than bricks and mortar and a place to do business, as I am sure you agree seeing that your business has supported many people. It is about family stories. It is also about how the local community relates to it.

If one historic fact can be mentioned, the other can be mentioned too.

That would be fair, as well as being historically accurate, wouldn't it think?

Best regards  
Faizah Jamal

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**From:** Zulkarnine Hafiz <zulkarnine@figolive.com>

**To:** [breathconnection@yahoo.com](mailto:breathconnection@yahoo.com)

**Cc:** Rosa DANIEL (NHB) <[rosa\\_daniel@nhb.gov.sg](mailto:rosa_daniel@nhb.gov.sg)>; Alvin TAN (NHB) <[Alvin\\_TAN@nhb.gov.sg](mailto:Alvin_TAN@nhb.gov.sg)>; Norsaleen SALLEH (NHB) <[Norsaleen\\_SALLEH@nhb.gov.sg](mailto:Norsaleen_SALLEH@nhb.gov.sg)>; ZURAIDAH ABDULLAH (SPF) <[zuraidah\\_abdullah@spf.gov.sg](mailto:zuraidah_abdullah@spf.gov.sg)>; Julina Khusaini <[julina@mhf.org.sg](mailto:julina@mhf.org.sg)>; "mlsss@nus.edu.sg" <[mlsss@nus.edu.sg](mailto:mlsss@nus.edu.sg)>; "idris@sph.com.sg" <[idris@sph.com.sg](mailto:idris@sph.com.sg)>; "siti\_habibah@sza.com.sg" <[siti\\_habibah@sza.com.sg](mailto:siti_habibah@sza.com.sg)>; "idris\_bidin@sp.edu.sg" <[idris\\_bidin@sp.edu.sg](mailto:idris_bidin@sp.edu.sg)>; arohim <[arohim@singnet.com.sg](mailto:arohim@singnet.com.sg)>; "mnaz@vsapac.com" <[mnaz@vsapac.com](mailto:mnaz@vsapac.com)>; Nur Hidayah Abu Bakar <[hidayah.bakar@lasalle.edu.sg](mailto:hidayah.bakar@lasalle.edu.sg)>; "zuraida@mendaki.org.sg" <[zuraida@mendaki.org.sg](mailto:zuraida@mendaki.org.sg)>; Lionel YEO (STB) <[lionel\\_yeo@stb.gov.sg](mailto:lionel_yeo@stb.gov.sg)>; "saat@sph.com.sg" <[saat@sph.com.sg](mailto:saat@sph.com.sg)>; "warren@sph.com.sg" <[warren@sph.com.sg](mailto:warren@sph.com.sg)>; Hidayah Amin <[hidayah.amin@gmail.com](mailto:hidayah.amin@gmail.com)>; Mas <[mas@mamanda.com.sg](mailto:mas@mamanda.com.sg)>

**Sent:** Thursday, 6 June 2013, 21:03

**Subject:** Re: Misrepresentation of facts on Mamanda's advertisement

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